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## ABSTRACT

Findings from the publication, "Voluntary Support of Education 1984-85," are summarized. The survey report includes contributions to 1,114 colleges and universities. Highlights of findings show that: total estimated voluntary support was \$6.32 billion in 1984-1985; for the first time, corporations contributed more than any other donor group (\$1.57 billion); alumni and nonalumni as groups contributed \$1.46 and \$1.42, respectively; the 58 private doctoral universities received 35% of the total reported by all survey respondents; 91 public doctoral universities received 26.2%; private colleges received \$76.8 million in matching-gift funds, while public colleges received \$22.6 million; market value of endowment funds for 1,007 institutions reached a record 35.5 billion in June 1985, and the 720 private institutions accounted for 85.7% of the total. Data are included on: voluntary support in relation to enrollment, inflation, and institutional expenditures; gifts of company products and other property by type of college; the 20 colleges and universities receiving the most voluntary support and the amount of support; and changes in corporate support reported for private and public colleges by type of institution (doctoral, comprehensive, general baccalaureate, and specialized) with four-year total, and two-year total. (SW)

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THE CFAE NEWSLETTER

Council for Financial Aid to Education, 680 Fifth Avenue, New York, NY 10019

(212) 541-4050

May 1986

CORPORATIONS GIVE RECORD \$1.6 BILLION TO COLLEGES AND UNIVERSITIES IN 1984-85;  
TOTAL GIVING REACHES \$6.3 BILLION

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# THE CFAE NEWSLETTER

## Corporations Give Record \$1.6 Billion to Colleges and Universities in 1984-85; Total Giving Reaches \$6.3 Billion

### HIGHLIGHTS FROM "VOLUNTARY SUPPORT OF EDUCATION 1984-85"

#### Total Support Reaches \$6.32 Billion.

Total voluntary support is estimated at \$6.32 billion in 1984-85, up 12.9% from 1983-84 and 66.3% from 1979-80.

**Corporations Gave 25% of Total.** For the first time, corporations contributed more than any other donor group, \$1.57 billion, up 23.8% over 1983-84 and 126.1% since 1979-80. This is the highest rate of growth for any donor group.

**Alumni, Nonalumni Each Top \$1 Billion.** Alumni and nonalumni as groups contributed \$1.46 and \$1.42 billion, up 11.9% and 7.6%, respectively.

**Growth Far Exceeds Inflation.** The 12.9% growth in voluntary support outran the 3.9% increase in the Consumer Price Index (CPI) and the 6.7% increase in the Higher Education Price Index (HEPI) by a wide margin.

**Doctoral Institutions Received 61% of Total Voluntary Support.** The 58 private doctoral universities reporting received 35% of the total reported by all survey respondents. The 91 public doctoral universities reporting received 26.2%.

**Company Matching Gifts Produced \$99 Million.** Private institutions received \$76.8 million in matching-gift funds, 11.3% of their total gifts of \$680 million from corporations; \$22.6 million in matching went to public institutions, 3.5% of their \$639.8 million corporate total.

**Endowments Reach New High.** Market value of endowment funds for 1,007 institutions reporting reached a record \$35.5 billion in June 1985. The 720 private institutions accounted for 85.7% of the total.

Corporations gave \$1.574 billion to colleges and universities in academic year 1984-85, up 23.8 percent over the prior year, making the business community the largest contributor of any donor group. Since 1979-80, corporate giving has grown by 126.1 percent, twice the rate of growth for all giving, and now accounts for nearly 25 percent of the institutions' private-sector support.

The other groups of donors giving more than \$1 billion each are alumni, non-alumni individuals and foundations. Alumni gave \$1.460 billion, up 11.9 percent over 1983-84. Nonalumni individuals—parents, trustees, faculty and friends—increased their giving by 7.6 percent to \$1.416 billion.

Foundations completed the roster of billion dollar donors, with \$1.175 billion, up 8.7 percent over 1983-84. Giving from "other"—clubs, unions, fund-raising consortia, etc.—grew by 11.4 percent, to \$487 million, and religious organizations gave \$208 million, up 9.4 percent.

Table 1. Estimated Voluntary Support, by Source and Purpose (millions of dollars)

|                                   | 1979-80 | 1983-84 | 1984-85 | Percent Change, 1984-85 |            |                             |
|-----------------------------------|---------|---------|---------|-------------------------|------------|-----------------------------|
|                                   |         |         |         | v. 1983-84              | v. 1979-80 | v. 1979-80<br>adj. for HEPI |
| <b>Total Voluntary Support</b>    | \$3,800 | \$5,600 | \$6,320 | + 12.9                  | + 66.3     | + 14.1                      |
| <b>Sources</b>                    |         |         |         |                         |            |                             |
| Alumni                            | \$ 910  | \$1,305 | \$1,460 | + 11.9                  | + 60.4     | + 9.9                       |
| Nonalumni Individuals             | 847     | 1,316   | 1,416   | + 7.6                   | + 67.2     | + 14.9                      |
| Corporations                      | 696     | 1,271   | 1,574   | + 23.8                  | + 126.1    | + 55.1                      |
| Foundations                       | 903     | 1,081   | 1,175   | + 8.7                   | + 30.1     | - 10.8                      |
| Religious Organizations           | 155     | 190     | 208     | + 9.4                   | + 34.2     | - 7.7                       |
| Other                             | 289     | 437     | 487     | + 11.4                  | + 68.5     | + 15.7                      |
| <b>Purposes</b>                   |         |         |         |                         |            |                             |
| Current Operations                | \$2,250 | \$3,405 | \$3,800 | + 11.6                  | + 68.9     | + 15.9                      |
| Capital Purposes                  | 1,550   | 2,195   | 2,520   | + 14.8                  | + 62.6     | + 11.7                      |
| <b>Price Indices (1967 = 100)</b> |         |         |         |                         |            |                             |
| Consumer (CPI)                    | 232.1   | 304.8   | 316.7   | + 3.9                   | + 36.4     |                             |
| Higher Education (HEPI)           | 238.3   | 325.4   | 347.3   | + 6.7                   | + 45.7     |                             |

### Support Far Exceeds Inflation

The \$6.3 billion total was \$720 million more than the comparable estimate for 1983-84, an increase of 12.9 percent. This increase is more than three times the inflation rate of 3.9 percent, as measured by the Consumer Price Index (CPI), and almost double the 6.7 percent growth in the Higher Education Price Index (HEPI), which measures the cost of goods and services purchased by the colleges and universities.

Total voluntary support has increased 66.3 percent since 1979-80, with three of the major donor groups—corporations,

**Table 2. Voluntary Support in Relation to Enrollment, Inflation and Institutional Expenditures**

| Year    | Total Enrollment (thousands) | CPI (1967 = 100) | Institutional Expenditures |                       |                   | Estimated Voluntary Support |                       |                   |                                    |
|---------|------------------------------|------------------|----------------------------|-----------------------|-------------------|-----------------------------|-----------------------|-------------------|------------------------------------|
|         |                              |                  | Total (billions)           | Per Student (Current) | Per Student (CPI) | Total (millions)            | Per Student (Current) | Per Student (CPI) | As % of Institutional Expenditures |
| 1949-50 | 2,659                        | 71.7             | \$ 2.5                     | \$ 940                | \$1,310           | \$ 240                      | \$ 90                 | \$126             | 9.6                                |
| 1965-66 | 5,967                        | 95.9             | 15.2                       | 2,547                 | 2,656             | 1,440                       | 241                   | 251               | 9.4                                |
| 1970-71 | 8,581                        | 118.8            | 26.9                       | 3,135                 | 2,639             | 1,860                       | 217                   | 183               | 6.9                                |
| 1975-76 | 11,185                       | 165.9            | 42.6                       | 3,809                 | 2,296             | 2,410                       | 215                   | 130               | 5.7                                |
| 1980-81 | 12,097                       | 259.6            | 70.5                       | 5,828                 | 2,245             | 4,230                       | 350                   | 135               | 6.0                                |
| 1983-84 | 12,465                       | 304.8            | 89.6                       | 7,188                 | 2,358             | 5,600                       | 449                   | 147               | 6.2                                |
| 1984-85 | 12,242                       | 316.7            | 95.5                       | 7,801                 | 2,463             | 6,320                       | 516                   | 163               | 6.6                                |

**Table 3. Total Support, Corporate Support and Matching Gifts Reported in 1984-85, by Type of Institution (thousands of dollars)**

|                             | Total<br>Voluntary<br>Support | Corporate Support  |             |                       | Average<br>Match** |
|-----------------------------|-------------------------------|--------------------|-------------|-----------------------|--------------------|
|                             |                               | Amount             | % of Total  | Matching*             |                    |
| <b>Private Institutions</b> |                               |                    |             |                       |                    |
| Doctoral (58)               | \$1,854,015                   | \$ 448,632         | 24.2        | \$33,776 (53)         | \$270              |
| Comprehensive (132)         | 504,528                       | 86,580             | 17.2        | 13,212 (124)          | 262                |
| General Baccalaureate (412) | 933,854                       | 101,383            | 10.9        | 25,128 (370)          | 270                |
| Specialized (107)           | 229,532                       | 41,073             | 17.9        | 4,203 (94)            | 222                |
| Four-year Total (709)       | \$3,521,929                   | \$677,668          | 19.2        | \$76,319 (641)        | \$265              |
| Two-year Total (39)         | 23,227                        | 2,333              | 10.0        | 451 (27)              | 192                |
| <b>Public Institutions</b>  |                               |                    |             |                       |                    |
| Doctoral (91)               | 1,387,630                     | 526,546            | 37.9        | 18,311 (71)           | 197                |
| Comprehensive (117)         | 159,331                       | 58,355             | 36.6        | 2,215 (90)            | 194                |
| General Baccalaureate (42)  | 28,313                        | 4,843              | 17.1        | 758 (32)              | 198                |
| Specialized (20)            | 153,081                       | 40,044             | 26.2        | 1,249 (11)            | 173                |
| Four-year Total (270)       | \$1,728,355                   | \$629,788          | 36.4        | \$22,532 (204)        | \$195              |
| Two-year Total (96)         | 21,861                        | 10,017             | 45.8        | 80 (42)               | \$177              |
| <b>Grand Total (1,114)</b>  | <b>\$5,295,372</b>            | <b>\$1,319,806</b> | <b>24.9</b> | <b>\$99,383 (914)</b> | <b>\$245</b>       |

\*Number in parentheses is number of institutions reporting matching gifts.

\*\*In actual dollars, for institutions reporting both number of gifts and corporate matching amount. Because of the number of companies that match gifts at a ratio of \$2 for every employee dollar (or, in some instances, \$3 for every \$1), the average corporate match is estimated to be about one third greater than the employee's contribution.

**Table 4. Changes in Corporate Support Reported, by Type of Institution, 940 Institutions in Two Surveys (thousands of dollars)**

|                             | 1983-84            | 1984-85            | % Change      |
|-----------------------------|--------------------|--------------------|---------------|
| <b>Private Institutions</b> |                    |                    |               |
| Doctoral (55)               | \$351,451          | \$ 444,888         | + 26.6        |
| Comprehensive (124)         | 69,606             | 84,777             | + 21.8        |
| General Baccalaureate (371) | 85,682             | 92,523             | + 8.0         |
| Specialized (76)            | 35,969             | 37,534             | + 4.4         |
| Four-year Total (626)       | \$542,708          | \$ 659,722         | + 21.6        |
| Two-year Total (32)         | 2,262              | 2,024              | - 10.5        |
| <b>Public Institutions</b>  |                    |                    |               |
| Doctoral (86)               | 401,322            | 516,210            | + 28.6        |
| Comprehensive (97)          | 29,439             | 46,444             | + 57.8        |
| General Baccalaureate (33)  | 5,858              | 4,186              | - 28.6        |
| Specialized (16)            | 30,217             | 36,436             | + 20.6        |
| Four-year Total (232)       | \$466,836          | \$ 603,275         | + 29.2        |
| Two-year Total (50)         | 2,602              | 3,843              | + 47.7        |
| <b>Grand Total (940)</b>    | <b>\$1,014,409</b> | <b>\$1,268,864</b> | <b>+ 25.1</b> |

alumni and nonalumni individuals—bettering the 36.4 percent inflation rate of the period.

"This increase in corporate support is most encouraging, but perhaps not unexpected," said John Haire, president of the Council. "In a knowledge-based, highly competitive world, our business organizations have immense need for the educated people and new ideas that flow from our colleges and universities. At a time when the federal government is limiting its expenditures on student aid, teaching and research," Haire continued, "business has responded by taking a larger role."

### National Estimates Projected from Survey

The national estimates of total support by source and purpose, detailed in Table 1, are projected from responses to CFAE's annual Survey of Voluntary Support of Education. The survey is cosponsored by the Council for Advancement and Support of Education (CASE) and the National Association of Independent Schools (NAIS). Complete details and an analysis of the survey data can be found in *Voluntary Support of Education—1984-85*, published by CFAE.

Responses were received from 1,114 institutions of higher learning, which reported gifts and bequests of \$5.3 billion (see Table 3). Some survey results follow.

### Doctoral Institutions Receive the Most

The 58 private and 91 public doctoral institutions, as groups, each received more than \$1 billion in total support, as shown in Table 3. Together, they received 61 percent of the total reported by all 1,114 college and university survey participants. Though the private doctoral institutions numbered just 8 percent of the 709 private four-year respondents, they received 53 percent of total support going to these institutions, and enrolled 35 percent of the students. The public doctorals made up 34 percent of the 270 public four-year respondents, received 80 percent of this sector's total voluntary support, and enrolled 65 percent of the students attending public four-year institutions. All together, the participating four-year institutions reported enrollment of 5.8 million, with 34 percent attending private colleges and universities, 66 percent public institutions.

## Corporate Matching Gifts Reach \$99 Million

The colleges and universities reporting matching gifts received \$99.4 million through this form of giving in 1984-85, 7.5 percent of the total corporate support received by the 1,114 participants. This compares with \$36.7 million in matching gifts reported in 1979-80, which was 6.6 percent of total corporate support of \$555.8 million received by the 1,019 participants in that year.

Twelve private and three public institutions reported more than \$1 million in matching gifts this year. The private institutions were Harvard, reporting \$4 million; Princeton and Yale over \$2 million each; Columbia, Cornell, Dartmouth, Lehigh, M.I.T., Northwestern, Notre Dame, U. of Pennsylvania and Stanford; the public institutions, U. of Texas-Austin, U. of Michigan and Penn State.

## Where the Corporate Dollar Goes

Business corporations contributed almost 25 percent of the support received by the 1,114 participating colleges and universities. Of this, 51.3 percent went to private four-year institutions, 47.7 percent to the public four-year institutions. Less than 1 percent of corporate giving to higher education went to the two-year colleges.

Changes in corporate support by institutional category are shown in Table 4. As can be seen, giving to the four-year public institutions increased at a faster rate (29.2 percent) than to the private institutions (21.6 percent). This continues a long-term trend, which shows the public institutions receiving a larger share of the corporate contributions dollar each year. The average dollar increase for the private four-year institution was \$187,000; for the public four-year institution, it was three times as much, \$588,000.

## Gifts of Products Grow in Importance

Gifts of company products and other property totaled \$248.3 million, with gifts of company products making up 13.6 percent and gifts of other property 5.2 percent of the total corporate support reported by survey participants. In 1983-84, they accounted for 11.0 percent and 4.1 percent of the total, respectively. Table 5 details how they were divided among institutional categories in 1984-85.

**Table 5. Gifts of Company Products and Other Property from Corporations, by Type of Institution, 1984-85**

|                       | Company Products*   |                     | Other Property      |                     |
|-----------------------|---------------------|---------------------|---------------------|---------------------|
|                       | Private             | Public              | Private             | Public              |
| <b>Institutions</b>   |                     |                     |                     |                     |
| Doctoral              | \$77,333,021        | \$56,408,446        | \$ 3,943,086        | \$32,638,838        |
| Comprehensive         | 5,582,829           | 11,752,095          | 9,153,104           | 16,360,705          |
| General Baccalaureate | 8,004,874           | 1,367,642           | 3,668,443           | 173,211             |
| Specialized           | 6,029,263           | 8,855,796           | 880,734             | 630,281             |
| Four-year Total       | \$96,949,987        | \$78,383,979        | \$17,645,367        | \$49,803,035        |
| Two-year Total        | 32,593              | 4,343,048           | 174,636             | 1,008,798           |
| <b>Grand Total</b>    | <b>\$96,982,580</b> | <b>\$82,727,027</b> | <b>\$17,820,003</b> | <b>\$50,811,833</b> |

\*Gifts of company products generally stated at market value.

## The 20 Colleges and Universities Reporting the Most Voluntary Support:

|                                       |               |
|---------------------------------------|---------------|
| Harvard University                    | \$145,624,388 |
| Stanford University                   | 125,492,398   |
| Columbia University                   | 93,363,295    |
| Cornell University                    | 91,858,977    |
| Yale University                       | 85,434,872    |
| Princeton University                  | 79,395,686    |
| Massachusetts Inst. of Tech.          | 78,317,741    |
| Illinois, University of               | 70,698,392    |
| Minnesota, University of              | 66,203,892    |
| Pennsylvania, University of           | 65,944,967    |
| Southern California, University of    | 63,726,247    |
| California, University of—Los Angeles | 62,591,722    |
| Wisconsin, University of—Madison      | 60,711,117    |
| Chicago, University of                | 60,275,487    |
| Johns Hopkins University              | 57,557,035    |
| Texas A&M University                  | 55,921,554    |
| Michigan, University of               | 55,748,283    |
| Duke University                       | 53,584,468    |
| Washington, University of             | 51,213,161    |
| Washington University                 | 47,028,643    |

## The 20 Colleges and Universities Reporting the Most Corporate Support:

|                                       |              |
|---------------------------------------|--------------|
| Stanford University                   | \$36,429,473 |
| Massachusetts Inst. of Tech.          | 34,224,026   |
| Illinois, University of               | 32,562,640   |
| Georgia, University of                | 30,997,489   |
| Minnesota, University of              | 30,831,029   |
| California, University of—Los Angeles | 30,537,037   |
| Harvard University                    | 28,352,300   |
| Cornell University                    | 25,477,809   |
| California, University of—Berkeley    | 22,062,794   |
| Arizona State University              | 21,781,705   |
| Columbia University                   | 20,951,613   |
| Michigan, University of               | 20,623,037   |
| Southern California, University of    | 19,469,261   |
| Pennsylvania, University of           | 19,116,077   |
| Washington, University of             | 18,281,420   |
| Texas A&M University                  | 17,545,682   |
| Wisconsin, University of—Madison      | 17,386,928   |
| Duke University                       | 16,594,648   |
| Texas, University of—Austin           | 16,127,285   |
| Princeton University                  | 15,522,927   |

## Institutions Reporting Most Voluntary Support, 1984-85, by Category

|                       | Private Institutions       |               | Public Institutions                              |               |
|-----------------------|----------------------------|---------------|--------------------------------------------------|---------------|
|                       |                            |               |                                                  |               |
| Doctoral              | Harvard U.                 | \$145,624,388 | U. of Illinois                                   | \$ 70,698,392 |
|                       | Stanford U.                | 125,492,398   | U. of Minnesota                                  | 66,203,892    |
| Comprehensive         | Baylor U.                  | 26,950,059    | College of William and Mary                      | 10,922,114    |
|                       | Smith College              | 19,615,978    | California Polytechnic State U., San Luis Obispo | 7,133,092     |
| General Baccalaureate | Pomona College             | 16,596,171    | Virginia Military Inst.                          | 8,781,719     |
|                       | Wellesley College          | 14,851,970    | Washburn U. of Topeka                            | 2,365,438     |
| Specialized           | Baylor College of Medicine | 16,438,149    | U. of California, San Francisco                  | 26,951,650    |
|                       | Loma Linda U.              | 12,021,477    | Georgia Inst. of Tech.                           | 24,277,433    |
| Two-year              | Faulkner U.                | 1,785,896     | Miami-Dade Community College                     | 2,229,952     |
|                       | Chowan College             | 1,621,004     | College of San Mateo                             | 1,345,870     |

Private institutions received 54 percent of the company products and 26 percent of other property, the public institutions the rest.

### The Top Institutions

Corporate support of \$5 million or more was reported by 64 institutions—32 public institutions and 32 private. These institutions received two thirds of all corporate support reported. Of the 20 colleges and universities that received the most corporate support, 11 were public and 9 private. In contrast, the top 20 in total voluntary support included 7 public and 13 private. These are shown in the accompanying listing.

A second listing shows the top two beneficiaries in each institutional category, both public and private.

### Corporate Aid to Education Goes Beyond Support of Colleges and Universities

The national estimate of \$1.574 billion received by colleges and universities from corporations in 1984-85 is only one part of total corporate giving to education. It does not include such things as scholarships and other forms of student aid awarded directly to individuals by corporations or through a third party, support of pre-college education, support of education-related organizations or special projects in the field of education. Estimates for the actual amounts are difficult to arrive at, but the total for academic 1984-85 is probably not less than \$2 billion.

### Survey Now Available

The survey report lists contributions by sources for each of 1,114 colleges and uni-

versities and 434 independent elementary and secondary schools. Also included are Summary tabulations of total support, alumni giving to the annual fund, support through matching-gift programs, gifts of property and endowments. A table shows gifts from individuals for current operations under and over \$5,000. Appendices include contributions by sources, by purposes (current operations, capital, endowment and loan funds), by forms of giving, institutional expenditures and endowment, historical data and other useful information.

Copies of *Voluntary Support of Education 1984-85* are available for \$25.00. Please mail your check to CFAE, 680 Fifth Avenue, New York, NY 10019. (All orders require prepayment.)

### About the Council

**Chartered by business leaders** in 1952 as an instrument of the business community to encourage voluntary support of education, and thus to help maintain the quality of American education

**Founders included** chairmen of Exxon, General Motors, United States Steel: Frank W. Abrams, Alfred P. Sloan, Jr., Irving S. Olds.

**Calls upon** upward of 800 major corporations each year to discuss the corporate stake in education and to offer help in structuring effective programs of corporate support for colleges and universities.

**Reports annually** on contributions received from all sources by colleges and universities and on corporate support to education. These two reports provide the definitive data in the field.

**Publishes** "how-to" manuals and a quarterly newsletter for contributions executives, a newsletter for college presidents, special studies and other materials designed to broaden the base of educational philanthropy.

**Sponsors**, through the Advertising Council, the national public-service campaign "Give to the college of your choice," which has received as much as \$34 million a year in free time and space.

**A not-for-profit organization** supported by annual contributions from nearly 350 leading corporations.

**Staffed by** former business executives.

**Governed by** a distinguished board of senior executives of major corporations and college presidents representing both private and public institutions.

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